

2019 ANNUAL CONFERENCE

SUCCESS IN COUNSELING ATHLETES

#HECA2019RI



Welcome

David Stoeckel – College Recruiting Group

Katie Andersen – College Fit



- IECs working with College-Bound Student-Athletes (CBSAs) for more than 30 years
- Former college athletes
- Teach & Train Provide Resources and Mentoring
- INFO REQUEST: www.TheStudentAthleteAdvisors.com



Will Your Student-Athlete Be Recruited?

What are the pre-requisites?

- 1. ATHLETIC ABILITY to play at a College Level Institution
- 2. Athlete has DESIRE and PASSION to play his/her sport 4 more years after high school



Top 3 Reasons Why...

College-Bound Student-Athletes with the desire and the ability to play sports at the college level are not successfully recruited:

- 1. Timing
- 2. Unrealistic Expectations
- Failure to Initiate



Huge Demand – Small Supply

Nearly 8 Million =

of Participants in High School Sports

How many effective counselors of CBSAs do you know?



The Big Picture: Sophomore Year

JANUARY/FEBRUARY:

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- ✓ Initial Conference Athlete/Parents/Counselor
 - Priority Analysis
 - Athletic Profile Preparation
 - Select target schools
 - Intro Letter prepare to send
 - Observe Game Play of some target schools in person,
 TV, website or archives



The Big Picture: Sophomore Year

FEBRUARY/MARCH:

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- √ College coaches observe athlete play
 - In-person Game
 - In-person Practice
 - On video Game Play
 - On video Individual Skills



The Big Picture: Sophomore Year

APRIL/MAY:

- ✓ Post-video telephone conference coach/athlete
 - Based on feedback from coaches, identify athlete's Realistic level of college play
 - Receive invitations to summer camps, clinics, etc.

SUMMER:

- ✓ Unofficial Visits & Camps
 - NEW NCAA DIV I RULE: Unofficial Visits and Official Visits start August 1 before Junior Year

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The Big Picture: Junior Year

JUNIOR YEAR:

- ✓ Nurture relationships with appropriate colleges
- ✓ Athlete sees colleges play in person
- ✓ Expand list of target schools at athlete's level
- ✓ Update videos
- ✓ College coach talks with Club/High School coach
- √ Transcripts Unofficial/Official
- √ Visits
- √ Verbal offers may be made

SUMMER:

- √ Camps and Unofficial Visits
- ✓ Coaches narrow down list of Top Recruits
- √ Admissions does "Quick Read"

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The Big Picture: Senior Year

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- √"Official Visits"
- √Offers made (ED?)
- ✓N L I subject to: Eligibility

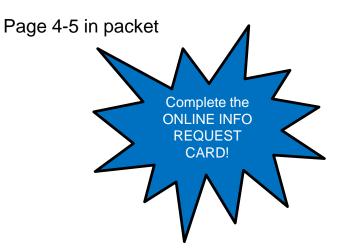
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Getting Started

- College Priorities Analysis
- Identify Realistic Target Schools
- Support of Knowledgeable Counselors
 - Student-Athlete Advisor Network



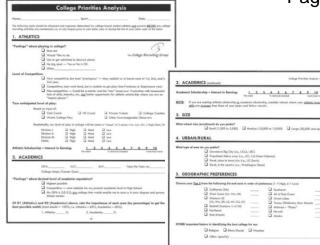
INFO REQUEST: www.TheStudentAthleteAdvisors.com "SUBSCRIBE"



College Priorities Analysis

Athletes should prioritize:

- Athletics
- Academics
- Size
- Urban/Rural
- Geographic Preferences



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High Academic Athletes

- HIGH Urgency!
 - Coach Athletic Evaluation
 - Admissions "Quick Read"
 - Unofficial & Official Visits
 - Apply EARLY!

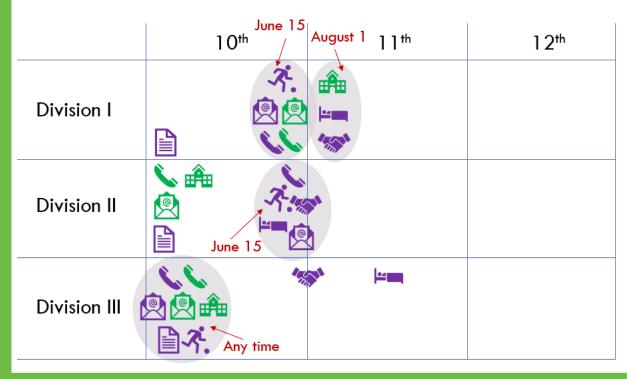


Dual Standard – Admissions & FA

- No "Varsity Blues"!
- Be prepared to make a verbal commitment EARLY!



New NCAA Recruiting Rules



COMMUNICATION Coach → Recruit



Camps, Questionnaires, NCAA Materials, Non-Athletic Pubs



Electronic Comm.



Recruiting Materials



📞 Coach → Recruit



MATTER Off-Campus Contact



Official Visit

COMMUNICATION Recruit → Coach



Coach → Coach



Electronic Comm.



Unofficial Visit

BONUS Insight...

- MAAPP Minor Athlete Abuse Prevention Policy
- Effective June 23, 2019
- SUBSCRIBE to our Newsletter to receive updates!
 - www.TheStudentAthleteAdvisors.com



Our Goal...

Is to teach/train our fellow counselors how to effectively counsel student-athletes.

Please feel free to contact us with your "Quick Questions" for which we can provide "Quick Answers".



Contact Us

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Thank you for joining us today!



We look forward to seeing you again in 2020!

